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NOVA SCOTIA INFORMATION SERVICE

DEPARTMENT OF TRADE AND INDUSTRY • PROVINCIAL BUILDING

HALIFAX, NOVA SCOTIA

April 9, 1965

Mr. E. T. Ellenis, Vice President
Development Counsellors International, Ltd.
20 East 46th Street
New York 17, New York

Dear Manny:

Having reviewed with you and Ted your written presentation on a prospective program for 1965-66, I feel we should proceed at once to implement the following:

- (1) The hand-picked group of industrial realtors be brought to Nova Scotia during the week of September 12 if this is convenient to all concerned.
- (2) You arrange with Tom Murray of Dun's Review and John Lord of the Financial Times to come to Nova Scotia during the month of May, the purpose being, preparation of a series of stories on Nova Scotia in both publications.
- (3) A press tour of leading United States financial editors be arranged for some time during the month of August.
- (4) To elicit inquiries leading to joint ventures or licensing arrangements, prepare a series of ads for the months of April, May, and June, in publications you are to recommend.
- (5) Have luncheons arranged for the month of November, if convenient to all parties, in New York, Chicago, Los Angeles, and San Francisco. We foresee that this would require a two-week trip by the Ministers of Trade and Industry, and Finance and Economics, together with their Deputies.
- (6) Arrangements be made for the Minister of Finance and Economics to be guest of honor and speaker at the Philadelphia Foreign Trade Association or an alternative.

(more)

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(7) Arrangements be made for the Minister of Trade and Industry to be guest of honor and speaker at the Cincinnati World Trade Association or an alternative.

(8) You proceed as soon as possible to carry through on the direct mail campaign to the Garment Industry and the general mailing to some 10,000 United States industrialists.

(9) Material should be gathered for possible use in a division publication and Industrial Development Magazine.

(10) It would be most helpful for you to be able to accompany Mr. Murray and Mr. Lord to Nova Scotia, and it appears to me that if the press tour and realtors tour is to be most effective you should be part of the tour group.

There will be other publicity projects during the year, and I would assume that as in the past you will carry through on that phase. It appears to me that our publicity has been most effective, and I am most anxious to see this continued.

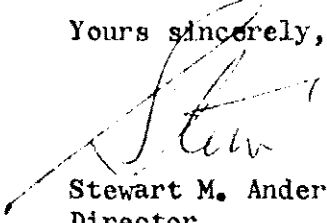
In reference to the Industrial Development Magazine project, it may be possible for me to produce this later in the year, in which case the required \$7,965 could be obtained from my publications budget.

As I have mentioned to you, I will be able to spend \$25,000 this year on the basic program, however, it would be possible to obtain an additional \$5,000 specifically for publications and/or advertising. Your procedure of billing us in 12 equal amounts will be satisfactory, in other words, \$2,083.33 each month April, 1965, to March, 1966, inclusive. Amounts to be paid from the additional \$5,000 would be invoiced separately.

It has been a real pleasure working with you and Ted during the first full year of our association, and I think that the 1965-66 program should be rewarding.

As you are aware, we consider your firm as our public relations department in the United States, and there is no question that you can assist us greatly in projecting a fair image of Nova Scotia as a wonderful place to live in, to invest in, to work in, and to visit.

Yours sincerely,


Stewart M. Anderson
Director

SMA/cdm